

NEWS OF THE **BLUES**



FOR FLORIDA
EMPLOYEES

BLUE CROSS-BLUE SHIELD

OCTOBER 1964



Cover: "Native" BC-BS Employees welcome new arrivals to the "Hawaiian Paradise".

NEWS OF THE BLUES

*Printed Monthly for the Employees
their families, and friends of*

BLUE CROSS OF FLORIDA, INC.
BLUE SHIELD OF FLORIDA, INC.

532 Riverside Avenue

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It was a **HAWAIIAN PARADISE**

at the 44th Street Armory on October 3. Above, left, doing a bit of the hula to the rhythm of Joe Pineapple's orchestra, are Harry Hodge and Jean Suber, celebrating after they won the prizes for best costumes.





NON-DUPLICATION

INTRODUCED AT REGIONAL MEETINGS

Mr. H. A. Schroder, Executive Director, Blue Cross-Blue Shield of Florida, and Mr. J. W. Herbert, Assistant Director, addressed attendees of the Enrollment Department's Regional Meetings in Miami, Jacksonville and Tampa during the month of October. Also on the meetings' agenda was the introduction of a new Sales Aid and a new visual aid selling tool, in addition to a review of a new cost control measure, known as "non-duplication."

In order for all field personnel to understand and apply these new concepts to various phases of field work, Hospital and Physician Relations as well as Enrollment Representatives attended the meeting in their respective regions.

Tom Stallworth acted as moderator at all the meetings, and effectively set the stage for the varied subjects up for discussion.

Mr. Schroder's addresses included a discussion of our present financial picture, as well as a review of the Blue Shield test of performance survey currently being conducted. Mr. Herbert related the current marketing concept that is being developed on a national level to our own current market situation in Florida. He stated how, nationally, there is a definite trend toward more extensive (paid in full) coverage, and he also explained that buyers of health insurance are looking to the carriers more and more to provide controls to help stabilize rates.

Dan Lewis, Claims Manager, presented a review of the thinking behind and the intended operational procedure we will follow in

Jim Hughes, Assistant Enrollment Director, reviews a new visual sales aid, at one of three regional meetings in October.



getting groups to include a non-duplicating clause in their contracts. This clause, which is developing throughout the insurance industry, is intended to eliminate the possibility for contract holders to make money on their health insurance programs. This step will have a tremendous effect on stabilizing rates in an area that could easily be abused.

At each meeting, Jim Hughes, Assistant Enrollment Director, and Dave Mancini, Manager, Public Relations Department, worked as a team in presenting the new visual aid titled, "An Evaluation Program." This new selling tool comes in a kit designed to assist the representative in outlining the benefits of Blue Cross-Blue Shield as opposed to those of his prospect's present commercial insurance.

This sales presentation pinpoints many of the unique features of our program, such as paid in full hospital services, conversion privileges, etc. It also illustrates, through specific cases, how a strong basic Blue Cross-Blue Shield program, topped by Master Medical coverage, gives employees the most realistic protection an employer can offer.

Roland Richardson, of the Stevens Davis Company, the only speaker outside the Blue Cross-Blue Shield family, introduced at all three meetings a new sales motivation program offered by his company. This program consists of an extensive series of 78 weekly messages on the psychology of selling, and on maximizing personal traits and attitudes which are most conducive to successful selling.



ED BROWN



BOB DENNIS

NEW REPS JOIN SALES FORCE

We'd like to welcome and introduce Edward W. Brown and Robert W. Dennis, new enrollment representatives who have completed training and are at work in their respective territories.

Ed's new duties include servicing 117 groups plus coordinates in the Miami area. Some of his larger groups include King Kole, Inc. and the United Optical Workers.

Ed is a native of Ottawa, Illinois, and graduated from high school in Clinton, Iowa. He attended the University of Iowa, where he majored in psychology. His background includes two years of active duty with the U. S. Army in France and Germany. Prior to joining Blue Cross-Blue Shield of Florida, Ed participated in a management training program for Neisner Brothers, Inc., a department and discount chain.

Ed and his wife, Katy, were married New Year's Eve, 1957, and are the parents of Edward W. Brown III (Buddy), three. Ed formerly held an Iowa State and national swimming record, and was a three-time All-American swimmer. He was an inter-college disc jockey and a member of Delta Chi fraternity at the University of Iowa. He enjoys skin diving, bowling, playing chess, and collecting tropical fish.

Bob Dennis' new responsibilities involve servicing 115 groups, in Lake and Sumter Counties and in the northwestern section of Orange County. His larger groups include the Lake County Farm Bureau, the Plymouth Citrus Products Cooperative, and the Plymouth Citrus Growers Cooperative.

A native of Johnson City, New York, Bob graduated from high school in Binghamton, New York. He received a bachelor of fine arts degree in fabric and interior design from Syracuse University in 1954. He served in the U.S. Army Medical Corps from 1946 to 1949. Bob's experience includes seven years with W.F. Scaumacher and Co., New York, N.Y. During the last three years of this period, he served as the Southeastern Sales Representative. For two years prior to his affiliation with B.C.-B.S., he worked as an interior designer in the Orlando area.

Bob and his wife, Natalie, were married in March, 1951, and have three children; Susan, 11, Billy, seven, and Patricia, five. The Dennis' are members of the Aloma Presbyterian Church in Orlando, and Bob is a member of the Y.M.C.A.'s Indian Guides Movement for boys. Activities with his family occupy much of Bob's time, and he is also interested in bowling, fishing and painting. He is a member of Alpha Zeta Alpha national design honorary.

DID YOU KNOW?

Credit unions were established in North America in 1900 for the same purpose that they were launched in Germany 50 years before that---to fight high interest rates and loan sharkism.

No one has since changed that purpose, nor the rules for achieving it. True, credit unions encourage savings, but principally to obtain the money for lending. In other words, a credit union is a group of people licensed to pool their savings for the primary purpose of funding their own personal debt.

The advantages of Blue Cross-Blue Shield Credit Union membership are available to you. Its whole purpose is to serve the financial needs of employees, and the only profit resulting from its operation goes to member employees in the form of dividends.



For information, contact Credit Union Treasurer Mattie Godwin, in the Records Department, between 12:30 and 1:30 p.m. All applications for membership are subject to the approval of the Board of Directors. In addition to Mrs. Godwin, board members include N.G. Johnson, President; Dan Westfall, Vice-President and Educational Committee Chairman; Betty Collins, Secretary; and Grace Terry.

After your application has been approved, you may save or borrow through your membership. Loans have been granted for such worthy causes as home improvements, vacations, consolidation of bills, furniture and Christmas or school expenses. All Credit Union business is strictly confidential.

No Bones About It!



Halloween witches and goblins are becoming more scarce than super-market parking places! Less and less is seen of those fero-

cious goblins who used to roam the streets...and the few witches that are left upon their broomsticks have lost some of their terrorizing powers. Our friend here, for example, looks positively feeble!

Humans, too, have been raising less of a ruckus on Halloween... the holiday that has its origin in terrorizing beliefs in spooks has, through the years in this country, been turned over to the "under 12" set, who rarely devote more than a mild evening of "trick or treating" to it. It's even safe to leave your cow out all night on Halloween nowadays! Years back, it was common for a farmer to wake up to find his prize cow complaining lustily from a precarious perch on the barn roof! The Irish started the practice of playing tricks on each other, blaming them on "the little people"---elves and fairies any sensible person believed in!

Halloween is almost as old as civilization itself. The Romans were the first to celebrate it, and did so with some elaborate knee-bending to Pomona, the Goddess of fruits and gardens. Centuries later, conquering Roman legions brought the custom to the British Isles. The enthusiasm of the medi-

eval Britons for harvest celebrations sent Halloween's popularity soaring. Singing, dancing and thanksgiving to the local sun-god began, and haystacks became popular symbols.

After a few days of gaiety, however, the pagan peasants began to shudder in fear. They believed that the spirits of the dead used ghoulish bodies for one night in order to inflict reprisals on all who had offended Samhim, the local God of the dead. Farmers who traveled at night donned the most frightening costumes in an effort to trick the restless spirits into believing that they, too, were ghosts.

In Wales, bonfires were lighted at Halloween for fortune telling, and it was the custom for each member of a family to throw a marked stone into a dying fire. If any stone was missing in the morning it meant that that person would die before the year ended. Fires were also lighted by superstitious folks who believed all the dead were released in spirit from their graves on Halloween. In some places farmers would plunge a pitchfork into a blazing haystack and wave a flaming "warning" in the air to frighten away any witches or ghosts who happened to be nearby.

In Medieval England, cakes were baked as ransom for dead souls, and women begged from door to door for "soul cakes," promising in return to pray for the departed in the donor's family. Going "a-souling" is the origin of the modern trick-or-treat!



Superstition connected with black cats stems from a middle-European belief that the most wicked of all souls were changed into vicious black cats, capable of working strange spells over the living. When black cats became associated with horrible broom-riding witches, they became all the more feared. The Italians were the first to regard them as the favorite form assumed by a witch.



Gradually, as Christianity took a firmer hold in the British Isles, the belief in ghosts faded out, and the population began holding religious services in preparation for "All Saints Day." The English introduced Halloween to the New World, and the day took enthusiastic root here in the United States.

Up until the 1930's adults across the country took a more active part in the celebration than children. Since the 1940's children have assumed the dominant role on Halloween, and have been so busy collecting their annual staggering number of "treats" that seldom does one see much evidence of "tricks" the day following Halloween. What a difference from the days when Halloween was the mystic day of mortals communing with the dear departed!

Family Thrills Provided at N. Y. World's Fair -- at Minimum Cost



It was almost impossible to tear Dan away from the exhibit of our 50th state-Alaska.



Friday, July 31, 1964 was no ordinary day for Nell Thomas (Medical-Surgical Claims). It was the day she and her husband, John, were leaving Jacksonville with their three children; Sue, 15, Becky, 14, and Dan, 10, pictured above, on a long-awaited trip to the New York World's Fair. The trip was the culmination of more than a year's planning, and the children could scarcely wait to begin.

Much has been said about the Fair; its spectacular sights and sounds, and its visitors from all parts of the world. Of the American families who have not yet visited the Fair, thousands are contemplating doing so. Before embarking, however, a big question in many minds probably concerns whether or not the Fair will be worthwhile to the younger set.

Nell Thomas reflected the success of her family's trip, as, glowing with excitement, she related the events which followed the departure, complete with house trailer. On Tuesday, August 4, after parking the trailer in New Jersey, the Thomases headed for their first view of the fabulous Fair. 16 hours and \$42 later, an exhausted family motored through the Holland Tunnel toward their trailer. The children couldn't stop exclaiming at the sights that had amazed them. Sue and Becky, both students of French, loved the Parisian exhibit...and the whole fam-

ily was fascinated by the General Electric exhibit, which, through Walt Disney animation, flashes back into the past, illustrating the world before electricity. Additional exhibits that proved most memorable for the children were those of I.B.M., Mexico, Italy, and the state of Illinois, and they were thrilled by the bird's eye view of the Fair which is afforded by the "Swiss Sky Ride."

Nell purchased Fair admission tickets through B.C.-B.S. of Florida at a reasonable rate, and as the second day's visit to the Fair cost the family only \$12, They concluded that their most thrilling vacation thus far also turned out to be one of their most economical.

A November Anniversary



MARGARET GUNTER
KEY PUNCH
5 Years
NOVEMBER 24

"ROYAL REPS" for September



Paul F. Graefe
ST. PETERSBURG



F.B. Longley
ORLANDO



"Alice! How many times have I told you not to disturb me at the office?"



Some took it casually...



Some took it bravely...



*And Some not so bravely...
("Help!")*



"Now, doc...take it easy..."

A NO-FLU WINTER IN STORE FOR 166?

Jacksonville's Doctors L. E. Geeslin and H. L. Corse shot a total of 166 Blue Cross-Blue Shield employees in two days... right in the coffee shop!

On September 23 and 24, assisted by Blue Cross-Blue Shield Registered Nurses Edna Melhorn and Ruth Costello, the doctors administered the first in a series of two FLU shots provided each year without cost to the employee.



This is what I call turning your back on the situation.



Even these innocent-looking folks were in on the shooting



"Ohh...did I really sign up for this?"

FRONTIERS IN SPACE

by Ernest Gibson

From the time man was first mesmerized by moonbeams he has dreamed, theorized, and guessed at what the moon is really like. At last, he is about to find out.

Gateway to the Moon

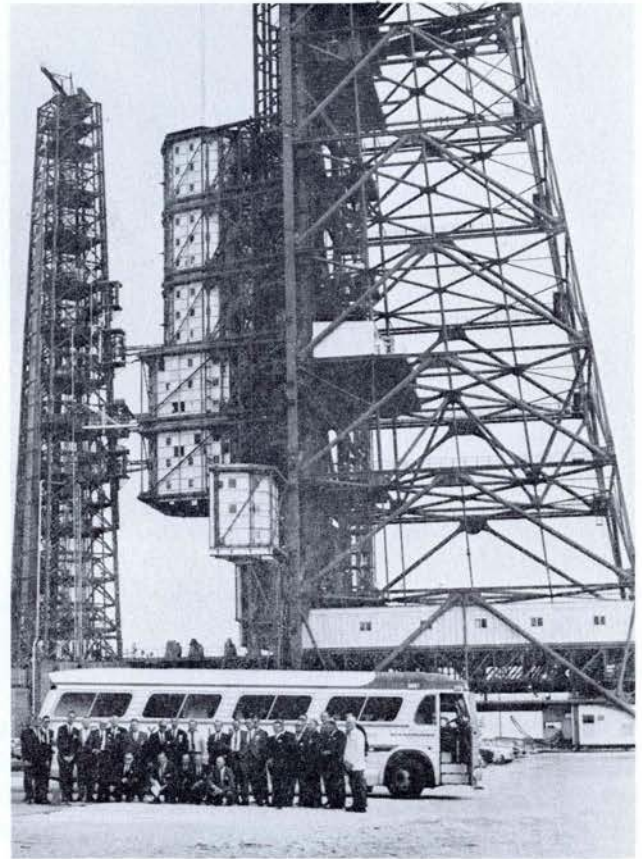
Across Banana River from Cape Kennedy, the National Aeronautics and Space Administration (NASA) is rapidly converting the once mosquito-infested Merritt Island into a mighty operations base for lunar landings and other major space exploration missions. Here project APOLLO for landing a man on the moon is being developed.

Officially, this is the John F. Kennedy Space Center, and will become a city in which thousands will work but in which none will live, except the astronauts immediately prior to being launched into space. Dominating the landscape will be the largest building, volume-wise, in the world. The Vertical Assembly Building (VAB) will rear its 52 stories to one half the height of the Empire State Building and spread its 125 million cubic feet to encompass a space one and one half times larger than the Pentagon.

Readying the Rocket

Within the Vertical Assembly Building, as many as four lunar rockets, topped with their relatively minute spacecraft, can be assembled at one time. After each SATURN V rocket is assembled on a movable launcher-umbilical tower (LUT) it will be transported as a unit, in an upright position, some three miles to a launching site near the ocean. To transport this massive assembly to the launching site requires the largest

Members of the Jacksonville U. S. Savings Bond Industrial Payroll Savings Committee, including Ernest Gibson, of B.C.-B.S. of Florida, are dwarfed by the Saturn I launching complex at Cape Kennedy. Assembly tower is on the right, umbilical tower is on the left.



known land vehicle---the 5.5 million pound Crawler-Transporter. This ingenious device crawls on its own tracks at a speed of one mile per hour over two parallel roadbeds designed to carry a total weight of 17½ million pounds.

Touring the Cape

A close-up of the activities on Merritt Island and on the Cape is indeed impressive. At present, highway A1A runs through the major construction area of the Space Center. In the future, tourists and sightseers will undoubtedly be routed around the area, but the Vertical Assembly Building, and a launching assembly when in place, will be clearly visible from highway U.S. 1.

At present, you may drive your

own automobile through Cape Kennedy from one to four p.m. every Sunday. On this self-conducted tour you drive over a marked route which carries you past launching pads, and in plain view of launch preparation and control buildings. You will see the launching towers from which astronauts have been sent into space. Missiles being readied for launch may be observed from moving automobiles.

It is like driving through an oil field, dotted with derricks. Interspersed among the derrick-like umbilical towers--which remain in fixed position on the Cape--appear the skelton-like frameworks of the movable assembly towers, resembling huge buildings in the

(Continued on page 14)



532 RIVERSIDE AVENUE

JACKSONVILLE, FLORIDA

32201

ROUTING

NOVEMBER, 1964 Vol. 1 No. 7

19 YEAR OLDS MUST CONVERT THEIR COVERAGE -NO LONGER ON FAMILY CONTRACT AFTER DEC. 31.

Most Blue Cross-Blue Shield family contracts protect unmarried dependent children through the end of the year in which they become nineteen. A few exceptions are listed below. As of December 31, 1964, these nineteen-year-olds will need protection in their own right.

If they are attending college they are eligible to convert to the special low-cost college student program. This program was available to the general public only through October 1, but a special opening is being made at the end of the year for those dependents coming off their family contracts December 31. The request for

information folder pictured below and enclosed with this bulletin (Z-444) should be sent to Blue Cross-Blue Shield by all subscribers with nineteen-year-olds attending college. Information and a conversion application will immediately be sent to the home address indicated on the folder.

If an employee's nineteen-year-old dependent is not attending a college or university he or she may apply for our regular direct-payment coverage. Just send the Z-444 request for information folder to Blue Cross-Blue Shield and we will mail information and a conversion application to the home address indicated.

EXCEPTIONS TO END OF YEAR PROTECTION

- In some groups 19 year olds are covered only through their 19th birthday. They must apply for conversion within 31 days of birthday.
- Some groups, through a special rider, permit dependent children to be covered through their 23rd year on a sponsored contract of their own.
- Federal employees are covered to age 21 and must apply for conversion within 31 days of their 21st birthday.

If you have a nineteen year old be sure to check your contract or ask the person who handles your Blue Cross-Blue Shield.

REQUEST FOR INFORMATION FOLDER Z-444

Order a sufficient quantity for your employees. ➡

Please Send Information On How Nineteen-Year-Olds May Continue Their Protection

CHECK ONE



I am interested in college student coverage for my nineteen-year-old ☐

I am interested in regular coverage for my nineteen-year-old ☐

parent's or guardian's name _____

street address _____

city _____

19-year-old's name _____

19-year-old's date of birth _____

parent's or guardian's contract number* _____

*Contract number is listed on your identification card and the face of your contract.

Z-444 9-64

That Extra Day Costs More Than You Think

Hospital admission is not a joyful occasion for most of us. Even when we are not in pain, a certain anxiety takes hold. Life's daily routine is to be interrupted. We hate being sick. We'll have to take orders, lie in bed. "How soon can I get out of here?" we generally ask ourselves as we sign in.

That's normal. But then a strange thing may happen. A few days after surgery or other treatment, we begin to feel pretty good. Relieved. Mentally relaxed. It wasn't so bad after all. It's nice to take it easy, be fussed over... and maybe we've made some pleasant friendships with other patients.

Then, when the doctor cheerfully states: "Well, I guess we'll send you home tomorrow," a surprising number of patients feel a bit let down. Leave all this to go back to the workaday grind? Back to the kids and housework chores?

"Don't you think I ought to stay a day or so longer, doctor?" some patients ask. "I'm weak as a kitten." Or, "I still have a sharp pain right here in . . ." Or, "Anna won't be able to bring the car to take me home until Friday." And sometimes the doctor is persuaded accordingly.

Not all patients act this way - - but enough. Enough to create a serious problem not only for hospital people who need that bed for a really sick patient, but also for all of us who view the rising cost of hospital care with alarm.

For that extra day or two in the hospital is costing money, reflec-

ted in your own hospital insurance rates and the rates paid by fellow workers in your own group. In the final analysis, your fellow workers are paying for your hospital care.

If Florida Blue Cross could trim 1/10 of a day off the length of all hospital stays it would save over 3½ million dollars in a year's time which would contribute much toward stabilizing rates.



"Og always carries his Blue Cross card on his person."

TWO STEPS TO INFORMING EMPLOYEES THAT 19 YR OLDS WILL NO LONGER BE COVERED

PLEASE SEND US.....

(number) bulletin board posters

(number) request-for-information slips for distribution to employees

(name of company) (name of person to receive material)

(mailing address of company)

(city) (state)

2-442 -10/64

nineteen-year-olds need protection, too!

1.

Use the handy order request postal card to get sufficient material for your employees.

Post the back page of this issue of **2.**
your News Bulletin on your bulletin
board.

HOSPITAL ADMINISTRATIVE RESIDENTS LEARN OF HOSPITAL - BLUE CROSS COORDINATION

For the third year Blue Cross has invited the Hospital Administrative Residents currently studying for their Masters Degrees in various Florida hospitals to Blue Cross for a two-day orientation. These men are working for their second degree in the Hospital Administration field by doing a year's residency in Florida hospitals. In this way they are learning first hand the numerous department functions that make up hospital administration. All of them have already graduated from universities offering a major in Hospital Administration and before this year of residency is out these future administrators must write a thesis on some major phase of hospital management.

Naturally, one of the major facets of running a hospital these days is maintaining an adequate and alert business office. It is in this department that the terrific ex-



MEET:
J. F. Monahan,
Executive Director
of the Florida Ho-
spital Association
and one of the prin-
cipal speakers at
the seminar.



*Residents who attended the Seminar are, front row, left to right: Jack McVey, North Miami General; Lowell Hamilton, University of Florida Teaching Hos-
pital; Dan Lasso, Jackson Memorial, Dade City; Sam Raymond, Mound Park,
St. Petersburg; Miner Brown, Cedars of Lebanon, Miami; and David Kribs,
Mound Park. Second row, left to right: J. D. Lewis, Claims Administrator,
Blue Cross-Blue Shield of Florida; Merril Crews, Jackson Memorial; Wassie
Griffin, Baptist, Pensacola; James Youree, Jackson Memorial; Bob Boissoneau,
Teaching Hospital; and James Mayer, Mound Park.*

pense of operating a hospital must be matched by the accounts receivable. Thanks to Blue Cross and other insurance programs, this money comes predominantly from the patient's pre-paid hospitalization. With Blue Cross being the leader in the field it is natural that these Resident Administrators would include a two-day field trip to the home office in Jacksonville for an inside view of how Blue Cross processes claims for nearly one million Floridians protected on over 6,000 different employee groups throughout the state. Blue Cross alone pays 25% of Florida hospital bills . . . an amazing figure when you consider that it takes some 300 commercial insurance companies to make up the balance.

The meeting was held September 14 and 15 with all the Resident Administrators in the state attending. On the program were J. F. Monahan, Executive Director of the Florida Hospital Association; Lawrence Payne, Administrator

of Jacksonville's Baptist Hospi-
tal, as well as top management
of Blue Cross-Blue Shield. All
speakers emphasized how im-
portant to the hospitalization in-
dustry was the strong relation-
ship between the hospital and
Blue Cross.

Here Resident Administrators
observe the Punched Card System
of refunding payments to sub-
scribers on the Cardatype machine.



POST REVERSE SIDE ON YOUR EMPLOYEE BULLETIN BOARD

DON'T LET HIM OUTGROW HIS PROTECTION



*Your youngsters are protected under your family
contract up to December 31st of the year they turn 19*.
But after this date they must enroll under a separate
contract to keep up their*

 **BLUE CROSS & BLUE SHIELD** 

SEE YOUR EMPLOYER FOR 19-YEAR-OLD APPLICATION FORMS

Personality of the Month...

Jane Halter

Some of us play golf. Some of us collect antiques. Some of us even collect stamps...But the one of us who takes the grand prize for originality in hobbies is our Personality of the Month...Jane Halter, avid collector of GIRAFFES!

Jane, Supervisor of the Blue Shield Claims Department, joined B.C.-B.S. of Florida in June, 1957, as a clerk in the Paying Claims of Blue Shield. She was promoted to her present position in July, 1959.

A native of Ohio, Jane attended Western Reserve University, Cleveland, for one year, and is a

A new addition from India has recently joined Jane's 10-year collection of more than 100 giraffes.

1943 graduate of the Aultman Hospital School of Nursing, in Canton. She has served as a nurse in Canton, Newport News, Virginia, and also in Folkston, Georgia. Jane and her husband, Martin, were married in Newport News during 1943. Martin, also a native of Ohio, is an employee of East-

ern Air Lines. The Halters moved to Jacksonville 16 years ago, and prior to joining our organization, Jane served as a nurse in the First Aid Room of the King Edward Cigar Company. Jane and Martin are the parents of two teen-agers, pictured above: Patricia, 18, a graduate of Forrest High, who is employed at Prudential; and James, 16, a senior at Forrest High, who is a very busy Eagle Scout.

The Halters are noted for their travel yen, which they manage to satisfy, temporarily, several times a year. Last June Martin, Jane and James vacationed in Ohio and at the New York World's Fair. Later on this summer Jane decided to have another look at the Fair...this time with Patricia. During the summer of 1963 the whole family journeyed to Nassau ...and the summer before that, to Puerto Rico.

Fishing is another of the family's activities. Somehow, Jane also finds time for such domestic undertakings as sewing many of her own clothes. The Halters are members of the Episcopal Church of the Epiphany in Cedar Hills.



FAVORITE RECIPES WHEN GHOSTS 'N GOBLINS COME CALLING....

Arlene Johnston, final claims clerk in Federal Claims, and a very busy mother of three teenagers, recommends these popcorn balls with lollipops



in the center as an unusual and delicious "treat" to hand out when the doorbell begins to ring on Halloween.

Arlene, a native of East Branch, New York, is a 1943 graduate of Memorial Hospital's School of Nursing, Albany, New York. Prior to joining Blue Cross-Blue Shield of Florida in January, 1963, she served as a nurse for



Arlene Johnston

five years at Jacksonville's Baptist Hospital. The Johnstons have been residents of Jacksonville for the past eight years, after 13 years of living in a variety of places, including Texas, Oklahoma, Tennessee, and Puerto Rico. Arlene's husband, Jim, has been on active duty in the U. S. Navy 22 years, and recently returned from an around-the-world cruise on the nuclear powered U.S.S. Enterprise. The Johnstons' three children are: Jerrie, a freshman at St. John's River Junior College; Jackie, a senior at Forrest High; and Jimmy, a sophomore at Forrest High.

Pop Corn Treats

2 cups sugar
1/2 cup water
1/2 cup white corn syrup
2 T. butter or margarine
1/2 T. salt
1/2 T. vanilla
About 3 quarts popped com.

Cook sugar, syrup and water to soft crack (270 F. or 132 - 143 C.) Watch carefully and stir occasionally toward last of cooking to prevent burning.

Add butter, flavoring, and orange food coloring. Stir only enough to mix well. Sort popcorn after it is popped to remove all kernals. Butter your hands and shape the orange popcorn balls around orange lollipops. These should be wrapped in clear plastic to keep them fresh and good.

For the Christmas season: get paper cones from soda fountains; grease them and fill with green popcorn mixture with a green lollipop in the center. Sprinkle them with red hots or decorative candies. These can be stuck in a square of styrofoam for an interesting table decoration for a Christmas party. Children never get to old for popcorn balls.

A DO-IT YOURSELF HALLOWEEN COSTUME... FOR PENNIES

Halloween is still an exciting and colorful time for the youngsters... especially when they can help make their own costumes and masks. In moments, any little spook can become a spine-tingling spider with a web full of bugs, for example. This costume is made of two paper plates...one slightly larger than the other; 18 pipe cleaners; two small styrofoam balls; two 12-inch pieces of yarn; one old sheet; and crayons. Arrange the plates wrong side up...one next to the other, and staple the overlapping rims. Using black and orange, crayon a spider head with big eyes on the small plate, and a spider body with a design on it on the larger plate.

With a sharp pencil, punch four holes on the edges of the plates, where they come together...and four holes on the other side of the larger plate. Put a pipe cleaner through each hole, bending the end around the plate edge. Wind another pipe cleaner around the first one to make it sturdier. Bend all the pipe cleaners to look like spider legs. For the antennae, punch two holes near the edge at the top of the spider's head. Put a pipe cleaner through each, and bend the end around the plate edge. Insert each pipe cleaner into the middle of the styrofoam balls. When it comes out the other side, bend this end down over the ball to keep it secure. Punch a hole on each side of the small plate, near the spider's ears, and pull a piece of yarn through each hole. Knot the end around the edge of the plate.

To make the web, fold the sheet in half...top to bottom. Cut a little six-inch scoop out of the middle of the fold. This is to look through when wearing the web. With the fold away from you, crayon a black web with many different-colored bugs and insects in it. Now put the sheet on, and then the spider, tying the ends of yarn around your head as you would a mask...and you're off!



Sparky



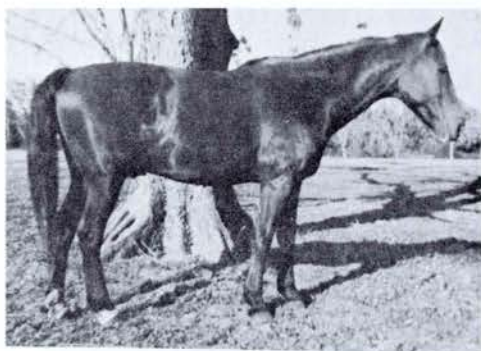
Honey-Girl



Tika



Bo Bo



Prince



Most Honorable
Teddy Foo Son



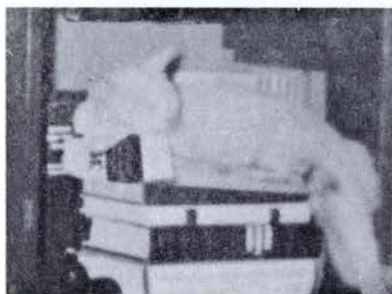
Peaches



Sandra

Who Belongs to Whom?

Although they represent a variety of animals and breeds, these pets have one thing in common: their owners all work for B.C.-B.S. of Florida. See if you can match pet with master. You're the cat's meow if you get all 15 right. With 8-14 you've got real horse sense...but under 8 is doggone bad.



Sissy Mae



Boo-Boo



Trixie



Enoff



Butchie Mae



Rusty



Isabelle
Rhodes



Betty
Patterson



Edith
Parker



Suzanne
Claxton



Millicent
Spillars



Arlene
Johnston



Jimmy
Williams



Marion
Fisher



Martha
Hewlett



Diane
Morse



Olga
Gerrish



Dorothy
Dillon



Bill
King



Gut

OFFICE NEWS BEAT . . .



ENROLLMENT

Pat Fraker's husband returned home on October 2 from a seven-week IBM course in Kentucky. **Tommy Kates** still has many adorable little kittens that need a real comfortable place to live. **Wanda Barrow** and **Arnold Semanik** are looking forward to their vacations...Wanda is anticipating an exciting stay in Miami. As for Arnold he can't wait to stay home and rest. **Margaret Coleman** had a terrible cold until she used Sweeta instead of Supranahist. Try it sometime!

by Fran Patrinely

BANK AND FEDERAL

Pat (Howard) Graf is back to work in the Bank Department. Pat was formerly employed as a D.C.T. Student. **Del** and **Don Detrick** are the proud owners of a new airplane, purchased in Atlanta. During her one week of vacation, **Marie O'Brien** took her daughter, **Vicky**, to Douglas, Georgia, where Vicky enrolled in the Fall Semester at South Georgia College. **Connie Coniaris** reports that her niece, **Ann Jane**, is teaching school and living with Connie's parents in her hometown. **Arlene Johnston** spent her vacation preparing for her husband's return from his 8 month tour of duty on the U.S.S. Enterprise. **Betty Jo Hankins'** daughter, **Brenda**, was initiated into the Pythian Sunshine

Girls on October 13. **Barbara Hodges'** husband, **Don**, has finished his services with Uncle Sam, and Barbara took two weeks vacation to celebrate his return. **Wilma Gorhau's** husband, **Arthur**, is a member of the Bromo-Spider socker team. The team won its first two games, in Hollywood and in Orlando.

by Dolores Greene

TRANSFERS

Laura McKinlay spent the first part of her vacation with Hurricane Dora, and then she and her mother traveled throughout the southern part of the state. Included on their tour was Six Gun Territory, Silver Springs and Sarasota Jungle Gardens.

by Laura McKinlay

AUTOMATIC DATA PROCESSING

Lottie and **Russell Ashton** are sporting a new green and white Plymouth...and **Cindy** and **Warren Inman's** new purchase is a white Corvair. **Nell Gardner** and her husband spent a recent week-end in Charleston, South Carolina, visiting their son, who is leaving for a tour of duty in the Pacific on the U.S.S. Talladega.

by Louise Perkinson

SERVICES

After planning a traveling vacation, **Edith Parker** decided to spend her time at home, furnishing the new addition to her house, and supervising the installation of her new furnace before winter arrives. **Don Sauls** enjoyed his recent week-end in Atlanta and Swainsboro, Georgia. **George Dugger** spent his October vacation touring Florida in his new car.

"Uncle Buckle and Aunt Effie are a perfect couple," says Hiram. "He's a pill and she's a headache."

by Julia White

SUBSCRIBER SERVICE



We're looking forward in future issues to reading the news from YVONNE GODBEE, the new reporter for this section.

Betsy Bates and **Bea Mertz** were both honored at baby showers recently. Betsy's was at the home of **Barbara King**, and Bea's was at the home of **Shirley Jackson**. **Mary Mapes'** unusual birthday gift was a new stove. **Judy Farris Wright** is the proud owner of a new white Chevrolet. **Shirley Gootee's** recent vacation was spent most enjoyably ...lounging.

by Yvonne Godbee

HOSPITAL CLAIMS

Hospital Claims extends most sincere sympathy to **Myrtle Charpiat** in the recent death of her mother.

(Continued on page 15)



Jane Blanchard
MEDICARE



Suzanne Claxton
SURGICAL CLAIMS



Patricia Graf
BANK DEPARTMENT



Mary Hansell
FT. MYERS

NEW FACES IN OUR ORGANIZATION



Joy Hazouri
CASHIERS



Freddy Huesgen
KEY PUNCH



Theodore Johnson
SERVICES



Charles Malcolm
SERVICES



Louise Malczuk
MIAMI



Nancy Ray
TAMPA



Georgenne Reid
SUBSCRIBER SERVICE



Linda Sauls
SUBSCRIBER SERVICE



Paulette Williams
SUBSCRIBER SERVICE



Vida Williams
TRANSFERS

Cynthia Fortunaro
MIAMI

Loretta Wonble
LAKELAND

FRONTIERS IN SPACE

(Continued from page 8)

early stages of construction. Before firing, the assembly tower is moved away, leaving the missile in readiness beside its feeder (umbilical) tower.

Space is Expensive

There's no need to rush out for your reservation for a round trip to the moon just yet. Although NASA is confident that the United States will land a man on the moon before the end of the decade, that time is still many moons and several billion dollars away.

Although you cannot join the astronauts on their fantastic journeys, with every blast-off from Cape Kennedy, your dollars--those you pay in taxes and the ones you lend to Uncle Sam through United States Savings Bonds--are riding the rockets to outer space. Astronomical sums are necessary to provide the research and testing necessary for the development of defense missiles by the military services and for the peaceful exploration of space by the National Aeronautics and Space Administration. Clinch your claim for a share in the Universe with another savings bond today.

ED NOTE: Since this article was written the Soviet Union has announced the successful launching of a multiman spaceship into an earth orbit. The U.S. Apollo project is designed to put a minimum of three astronauts into orbit around the earth, then around the moon, rendezvousing (rejoining) the spacecraft in space and returning all personnel safely to earth.

Are You Up To Date On FIRST AID?

If you were up to date on first aid during the early 1800's, you knew the best way to give artificial respiration: Hang the victim upside down from the branch of a tree! Not only was this the accepted treatment -- it had been used for hundreds of years. First Aid is still an everchanging science, as new discoveries make certain practices out of date. For example, were you ever taught to apply butter to a minor burn? Of course you were. But modern first aid practice suggests you keep the butter in a refrigerator and simply apply a dry dressing to the burn. A sterile gauze bandage not only reduces pain, by keeping air from the wound, but it also reduces the chance for infection.

Perhaps you remember the importance of a tourniquet in stemming a flow of blood. The accepted procedure was to apply a tourniquet to the nearest artery above the wound and tighten it. Then, the tourniquet was loosened every 20 minutes or so to prevent gangrene. Today, a tourniquet is considered a last resort and is never to be loosened without the approval of a physician. It has been found that in seriously bleeding patients, the loosening of a tourniquet often caused shock.

The most far reaching change in first aid is in the area of rescue breathing or artificial respiration. In days gone by, before a victim was hung from a tree, he had air blown into his lungs with a fire-side bellows (16th century); was buried upright in sand with only his head exposed (early 19th century Russian); or was thrown over a trotting horse as his rescuer ran alongside to make sure the victim did not fall off (frontier American). The most serious drawback of these techniques was the failure to realize the importance of getting oxygen to the brain as quickly as possible. If

the brain is deprived of oxygen for as little as three minutes, irreparable damage may occur. If the victim goes without oxygen for only 12 minutes, the chances are only 1 in 10,000.

Today, mouth-to-mouth breathing is widely recommended as the best method for restoring a victim's breathing. Anyone, at any time, may be called upon to help revive a person who is unable to breathe for himself. This is especially true since research has shown the need for artificial respiration in a great many cases besides drowning and asphyxiation. Heart attack victims, asthmatics, diabetics, and others often require rescue breathing. Perhaps the most serious drawback to mouth-to-mouth breathing was that, since the air we breathe contains only 22% oxygen, the victim may not receive enough pure oxygen -- the life saving force.

This entire technique has been modernized by a breathing kit called "Breathe O'Life Oxygen," which contains an airway tube, a nasal clamp, and most vital of all, one hour supply of pure oxygen. The importance of having pure oxygen available is that the rescuer can breathe in oxygen, thus increasing the amount of this vital element which he exhales into a victim.

Of the thousands of heart attack victims who die each year, many do so needlessly, one leading cardiologist feels. If emergency breathing can be started soon enough after a heart attack occurs, Dr. Claude S. Beck of Cleveland estimates that a million lives could be saved. A victim cannot afford the luxury of a 10 minute wait while an ambulance arrives. Within five minutes after breathing has stopped -- regardless of the cause -- the victim must have oxygen!!

OFFICE NEWS

BEAT . . .

(Continued from page 12)

Chris Cowart, her husband, **Ralph**, and their daughter, **Diane** spent the entire week-end of September 25 in a strenuous household improvement program. Chris reports there is more to painting than meets the eye. **Diane Cowart** and her fiancé, **Charles**, traveled to Athens, Georgia, for the Georgia-F.S.U. football game recently. **Doris Mosher** is the proud mother of the freshman team quarterback at the University of Georgia. She recently drove to Athens to watch her son, **Stu**, playing with his team against Clemson's freshman squad.

The Department welcomes **Diane Tucker** back to work after a recent hospital confinement. Diane's husband, **Bill**, recently surprised her with a new television. **Barbara Davis** and her family's glorious three-week-vacation was spent in Florida, Georgia, North and South Carolina, and Tennessee. **Edna Mae Klopff**, her husband, **Ed**, and her mother from Buffalo, New York vacationed for two weeks in Southern Florida. Edna Mae also reports she recently fell out of a tree---and the only thing injured was her pride! **Grace Terry's** two week vacation was spent in Mexico, sight-seeing and enjoying the pleasures of sleeping past 6:00 a.m. Her idea of pleasure, however, did not include the food.

Margaret Kook and her husband, **John**, recently entertained Margaret's sister and brother-in-law from Savannah, Georgia. John was recently honored with a promotion as credit manager for a local finance company. **Marilou Alexander** proudly announces her engagement to **Kenneth Watson**. When is the

Big Day? Why, the date has been moved up twice in the past month--who knows? We have heard rumors of February 27, 1965.

by Marilou Alexander

TRANSCRIBING

Janet Schmit attended a family reunion during her two weeks' vacation in Lindstrom, Minnesota. She also spent a few days in Minneapolis with her twin sister. She seemed to be quite a celebrity up there, since she had been through Hurricane Dora.

by Marilyn Brooker

RECORDS

Montine Green's recent guests were her daughter and son-in-law, **La Retta** and **Jerry Forthom**, from Kansas City, Kansas. **Beulah** and **Mike George** just returned from a trip to the New York World's Fair. They also visited their family and friends in Philadelphia, Pa., and saw the Broadway show, "Oliver." **Theresa Rausselle** took a weeks' vacation to relax, shop, and enjoy herself.

by Ruth Kicklighter

MEDICAL-SURGICAL CLAIMS

Ann Proffitt has really been flip-pin' since the grand news that her mother and sister, **Joan**, are coming to visit from Cincinnati, Iowa. Ann says she's going to miss snow so much this Christmas, that she'd really like to go home. Like we say in Florida, there's nothing like going for a good crisp swim on Christmas Day!

Myra Kremer is expecting a bun-

dle from heaven in April...she and her husband, **Dick**, already the parents of two little girls, are real excited. Hot off the press... **Mary Carr** and her boyfriend, **Wayne Page**, traveled to Georgia one week-end recently, and the first stop was Folkston! Hate to disappoint you folks, but it was only a trip to attend a family reunion in Vidalia, Georgia. **Pat Duren** is looking forward to a visit from her grandmother from Thomasville, Georgia.

Sporting around in a 1964 Ford Galaxie is none other than **Sue** and **Deed Coverdale**. When they get up the nerve, they want to challenge that dare-devil **Betty Patterson** to a race. Are those nagging colds and coughs getting you down? Well...thanks to the members of the Dr. Jekell and Mr. Hyde Chemistry Association (the nurses in Medical Claims), we now have a cure! Mix (at your own risk!) an equal amount of honey, lemon juice and whiskey... CAUTION...a little dab will do ya!

by Shirley Ann Crum

TELEPHONE INFORMATION, EXECUTIVE OFFICES AND ACCOUNTING

Anyone for a beautiful little kitten? Contact **Phyllis Fredette** on extension 77. **Louise Richley** and her family have a new addition to their household...a Doberman Pincher puppy that Louise' father-in-law brought from Cleveland, Ohio. The Richleys have had a whole house-full of relatives visiting from Cleveland recently. **Veronica Wright's** son was knocked unconscious playing football; had several stitches near his eye, and is home from the hospital recuperating now. His unknown opponent turned out to be **C. O. Langston's** nephew!

(Continued on page 16)

OFFICE NEWS BEAT . . .

(Continued from page 15)

Mr. and Mrs. Carl Jones (Marilyn Davis) were married September 5 in a candlelight ceremony at the Woodlawn Baptist Church. Evelyn Evans was Matron of Honor, and Marilyn's sister, Janice, was a bridesmaid. The Bride and Groom journeyed to Miami and then to Nassau for their honeymoon.

The "Telephone Pool's" new member is Faye Williams, who transferred from Claims Consultants. Group Underwriting recently welcomed Sharon Herrington, who transferred from Transcribing.

by Jennie Kremp

NON-GROUP, HOSPITAL AND PHYSICIAN RELATIONS AND MEDICARE

The members of our various departments have either been leading dull, uninteresting lives, or have been doing things that can't be printed in "News of the Blues." Since no one would give out with any earth-shocking information, I have dug up some facts on some members of our group which, though old, may still have news value.

DID YOU KNOW: that PFC Bill Hubbard received a direct commission in the field to First Lieutenant while riding with Teddy Roosevelt's Rough Riders... Helen (Stretch) Wells played center on Lee High School's girls' basketball team... Bill King tried to join the Rebelettes Bowling Team recently, but was turned down because his average was too low... Linda Hazelwood, who bet on Kentucky, her home state, against F.S.U. will probably buy

a new Edsel, judging from the way she picks winners. Watch this column next month when Judy Miscally gives some helpful hints to newly-weds on heating T.V. dinners.

by Jack J. Egan

Answers for page 11 - Who Belongs to Whom?

"Sparky" Belongs to Edith Parker, Services. Arlene Johnston, Federal Claims, is the owner of "Honey Girl." "Tika" and "Bo-Bo" both make their home with Millicent Spillars, Hospital Claims. Suzanne Claxton, Medical-Surgical Claims, is the proud owner of "Prince." Dorothy Dillion, Records, claims ownership of "Most Honorable Teddy Foo Sun." "Peaches" lives with Marion Fisher, Enrollment. "Sandra" (known as "Sandy" to her friends) belongs to Martha Hewlett, Hospital Claims "Sissie Mae" and "Butchie Mae," the proud mother, both belong to Betty Patterson, Medical-Surgical Claims. Jimmy Williams, Services, is "Boo Boo's master. "Trixie" is the new member of the household at Bill King's, Claims Consultants. "Enoff" and his young master, Terry Morse, both belong to Diane Morse, Medical-Surgical Claims. "Rusty", caught while he was sick in bed, lives with Olga Gerrish, Records. Last but not least, the cat known as "Gut" resides with Isabelle Rhodes, Medical-Surgical Claims.

★★★★★★★★★★★★

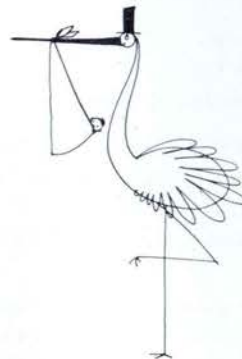
INVEST IN FREEDOM



BUY U. S. SAVINGS BONDS

★★★★★★★★★★★★

CLASS OF 1985:



A son, Gerald Vincent, Born September 10 to Billy Bantor (Stockroom) and his wife.

With hunting season not far off, our friend, T. Flintlock, has arrived with his annual advice:



TIPPER FLINTLOCK'S

Tips on Shooting Safety

- Handle every gun as if it were loaded.
- Always point your gun in a safe direction.
- Keep your gun unloaded when not in use.
- When hunting wear bright colored clothing.
- Be sure of your target.

Be A Safe Shooter

THE NATIONAL RIFLE ASSOCIATION

NOVEMBER — 1964

<i>Sunday</i>	<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>	<i>Saturday</i>
1 Jean Moore	2 Myrtle Charpiat	3 Dot Page (12)	4 Hal Hamilton (7) David Austin (7) Catherine White (1) Myra Kremer Cynthia Fortunato	5 Jim Williams (13)	6 Louise Atkinson	7 Reba Hall Carol Hicks (9) Shirley Edwards (1)
8 Charlotte Bowen (1)	9 Andrew James (13) Arlene Mikell Jean Spurlock	10	11 Mattie Godwin Sam Rudland (1) Jean Suber (1)	12 Olga Gerrish (7)	13	14 Jack Bond (15) Howard Land Gill Davis Ann McCurley
15 Bill Opper Ann Miller Wilbur Gay	16 Jim Tanner Beverly Price Mary Pierce Linda Hazelwood Cheryl Dixon Clyde Sauls (4)	17 Del Detrick	18 Shirley Jackson Ona Myrick (7) Sarah Lee (1)	19 Bob Miles (1) Edith White Sue McGill	20 Gertrude Driggers Erveene Gainey (1)	21 Ira Lindsey
22 Deloris Harris N.G. Johnson (15)	23 Ruby Wells	24 Wilma Gorhau Emily Tillman (11) Margaret Gunter (5)	25 Marie Wilkins	26 Lillian McElroy Henry Holcomb (6)	27 Helen Librandi (8) Roselle Dean	28 Evelyn Reynolds (12) Effie Cureton (9) Marylin Gillet (4) Louise Nobbs (2)
29 Linda Johnson Barbara Hodges Bob Hulsey	30	*J. W. Herbert was originally employed 11/45 in the Chicago Plan.				Names and numbers beside them indicate an anniversary and the number of years with the Plan Names without numbers are Birthdays.

IF YOU HAVE A BIRTHDAY THIS MONTH BE SURE TO RENEW YOUR DRIVERS LICENSE

THE MAILBOX



Lakeland Fla
Sept 21, 1964
To: manager of Blue Cross +
Blue Shield Inc Co. or
to whom it may concern.
I would like to thank
this company for the
wonderful service it has
given to me and the way
it has payed my claims
which have been many in
the past few years.
There is no better insurance
that money can buy than
Blue Cross + Blue Shield.
You may use this statement
any time or place you wish
Thanking you again
Sincerely
Willis Hyshe
710, E. Oak St. Lakeland Fla

Blue Cross + Blue Shield of Florida,
Jacksonville, Florida.
Dear Sirs: Since 1941 we have carried
insurance with the Blue Cross - Having
had wonderful health, it was never
necessary to call on our Insurance
company for aid.
But this sickness came upon
Mr. (Rev) Henry Liddicoat as suddenly
April 20 in the evening - no warning.
I was a real comfort to know we were
well insured with the Blue Cross, Blue Shield
of Florida (we changed soon after moving
to Florida)
To be able to present our card, upon
admission to the hospital and to feel
"we have a big brother in a financial
off" - "mama".
We are most grateful for your
assistance - as we are to the Doctors and
Nurses. Thankyou - your friend.
Mrs. Henry Liddicoat Lakeland Fla.

Blue Cross-Blue Shield of Florida
P. O. Box 1709
Jacksonville, Florida
Gentlemen:
I wish to thank you sincerely for your prompt
and generous settlement of my accident claim while in
Detroit, Michigan this summer. Policy No. 701255.
Fracturing my hip with no moving works in
Harper Hospital and Airline Hospital where were a
good settlement for an otherwise well planned vacation.
The bit of road closure, however, was the carrying of
my Blue Cross-Blue Shield Insurance, which gave me peace
of mind while in the hospital and helped me considerably
to maintain a respectable balance in my checking account.
Again, let me express my thanks and congratula-
tions on your efficient handling of my claim.
Very sincerely,
John C. Thompson
1446 Davis Drive
Birmingham, Alabama

4275 Shoshone Dr
N. Palm Beach, Fla
Sept 5, 1964
Blue Shield of Florida -
Dear Sirs - It's with much to thank
you for the wonderful way you took
care of my wife when she was sick.
You are the finest hospitalization
that any one could have. I am telling
all of my friends how wonderful you
are, and I hope we have done you a
bit of good, because you deserve it.
Thankfully
Ernest L. Hartzel
Thank you again